6th District

Marketing and Advertising Brief

XO's Conference 7-8 July 2005

JWT

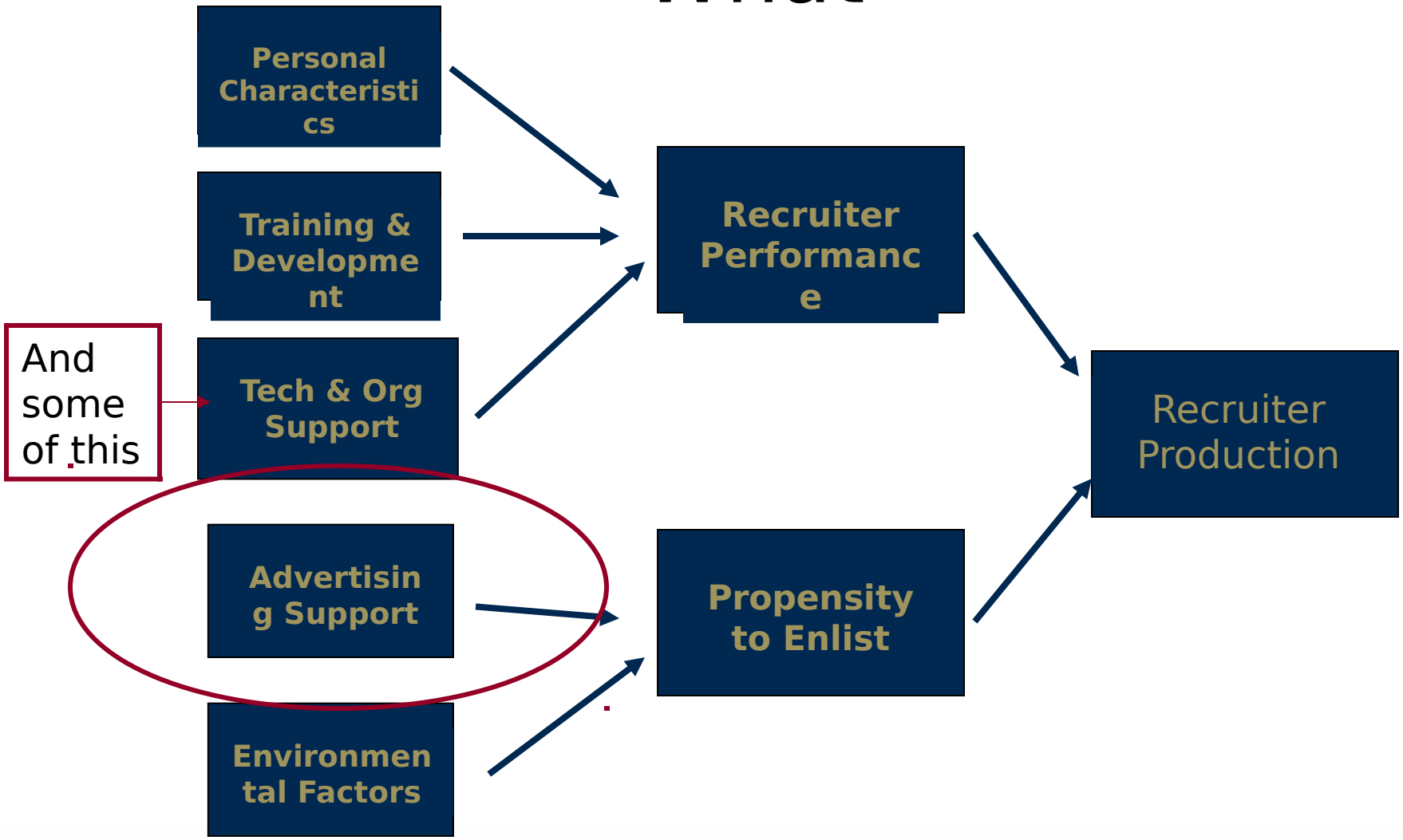
Agenda

- Role of Marketing & Advertising
- Year-in-sight/FY ’06 RAP
- Events (iHigh, current support, etc.)
- Incentive items
- USMC Specialized Support - Marine Corps Sports programs, Marine Corps Bands, Silent Drill Team
- EMV Support
- PPC Reports by RS/Conversion rate review

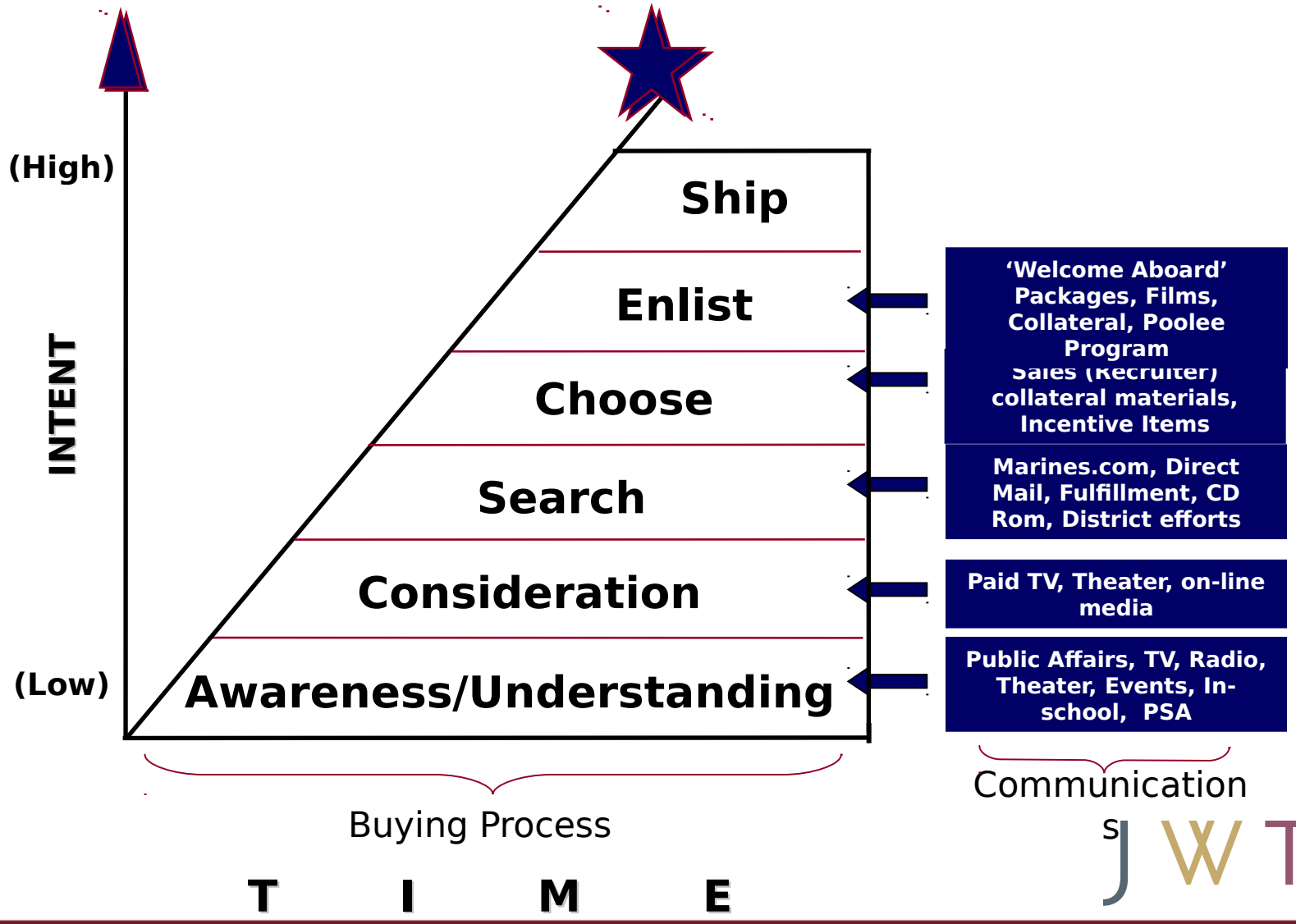
Marketing and Advertising Role

- Communicate National/MCRC initiatives
- Events – identify, evaluate, purchase
- Paid media – evaluate and purchase
- Train and Counsel
- Stay informed on lead gen and PSA play

Understanding Who Does What



Conceptualizing the Plan



Year-in-sight/FY ’06 RAP

- Very important!
  - Not been submitted consistently
  - We can do better at planning and tracking expenditures
- Planning
  - July – receive MCRC RAP
  - August – complete District RAP
  - September – receive RS’ RAP

Events

- Radio, concert venues, festival partnerships
  - 320 leads/1 contract
- Generic HS events
  - 744 leads/0 contracts
- iHigh – Region buy
  - Current support: Florida, Georgia, Louisiana, Tennessee
  - 959 leads/1 contract

Events cont.

- Need for additional support?
  - iHigh – MS, AL, SC
  - Any events that went unfunded
- Need for improvements?
  - Review AARs for feedback

Incentive items

- National
  - Second FY05 shipment will be sent ASAP
    - Carabiners, ballcaps, lanyards, t-shirts
  - First FY06 not until January!
    - 50-35-15 shipment ratio
- District fill
  - Waterbottles
  - Beanies and visors
  - Pencils

USMC Specialized Support

- Marine Corps Sports programs
- Bands
- Silent Drill Team

*Requests from RS to District

EMV Support

- Request not more than 30 days prior
- Requests filled based on anticipated number of participants and potential for lead generation
- Areas of maximum lead generation will be filled first, others as able

District Lead Gen Results

Contact to Contract

PPCs – A vital part of the mission 6MCD

	ATL	COL	FTL	JAX	MONT	NASH	NEW ORL	ORL	TOTAL
ACQUISITION EMAIL	8	2	0	3	3	1	0	4	21
BOUNCE BACK	37	17	32	29	17	24	18	24	198
COLLATERAL	169	168	194	86	146	246	312	108	1429
COMING OF AGE	1291	1168	1541	1066	990	1909	1321	1434	10720
DIRECT MAIL	2207	1366	1750	1786	1683	1781	1736	1886	14195
FULFILLMENT	73	43	61	51	45	62	59	59	453
MAGAZINE	80	82	73	50	55	50	43	61	494
NEWSPAPER	0	2	0	0	0	0	0	0	2
NROTC	11	12	2	6	3	5	5	1	45
PHONE	158	102	138	90	109	121	134	86	938
PRIOR SERVICE	0	0	0	0	0	0	0	0	0
SPECIAL EVENTS	144	80	812	464	90	497	236	308	2631
THIRD PARTY LEADS	615	434	508	500	387	418	426	499	3787
WEB/INTERACTIVE	1204	768	999	859	645	842	746	974	7037
TOTAL	5997	4244	6110	4990	4173	5956	5036	5444	41950

FY05 Year to Date

Source: Merkle/Cognos 20 Jun 05

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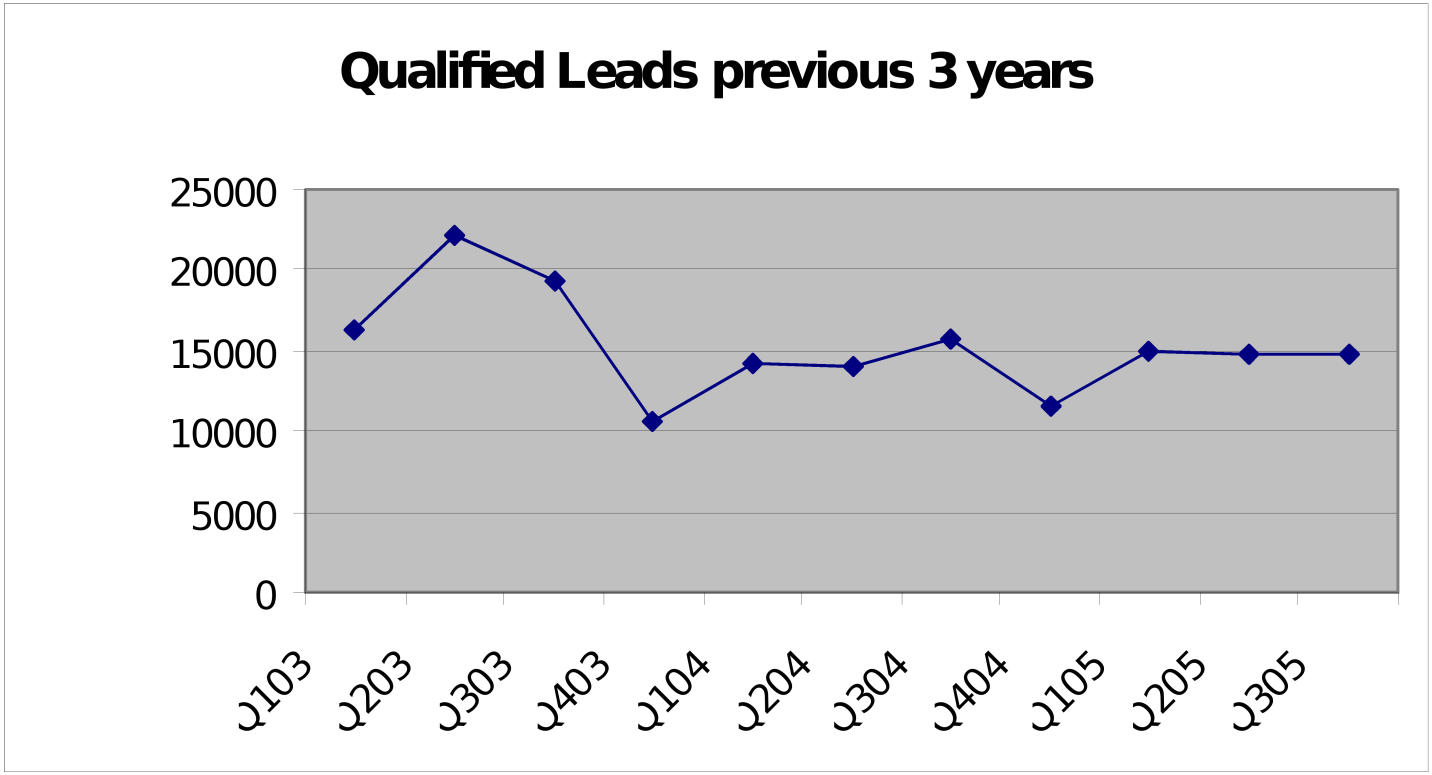
Qualified Leads Over Time 6MCD



Source: Merkle/Cognos 20
Jun 2005

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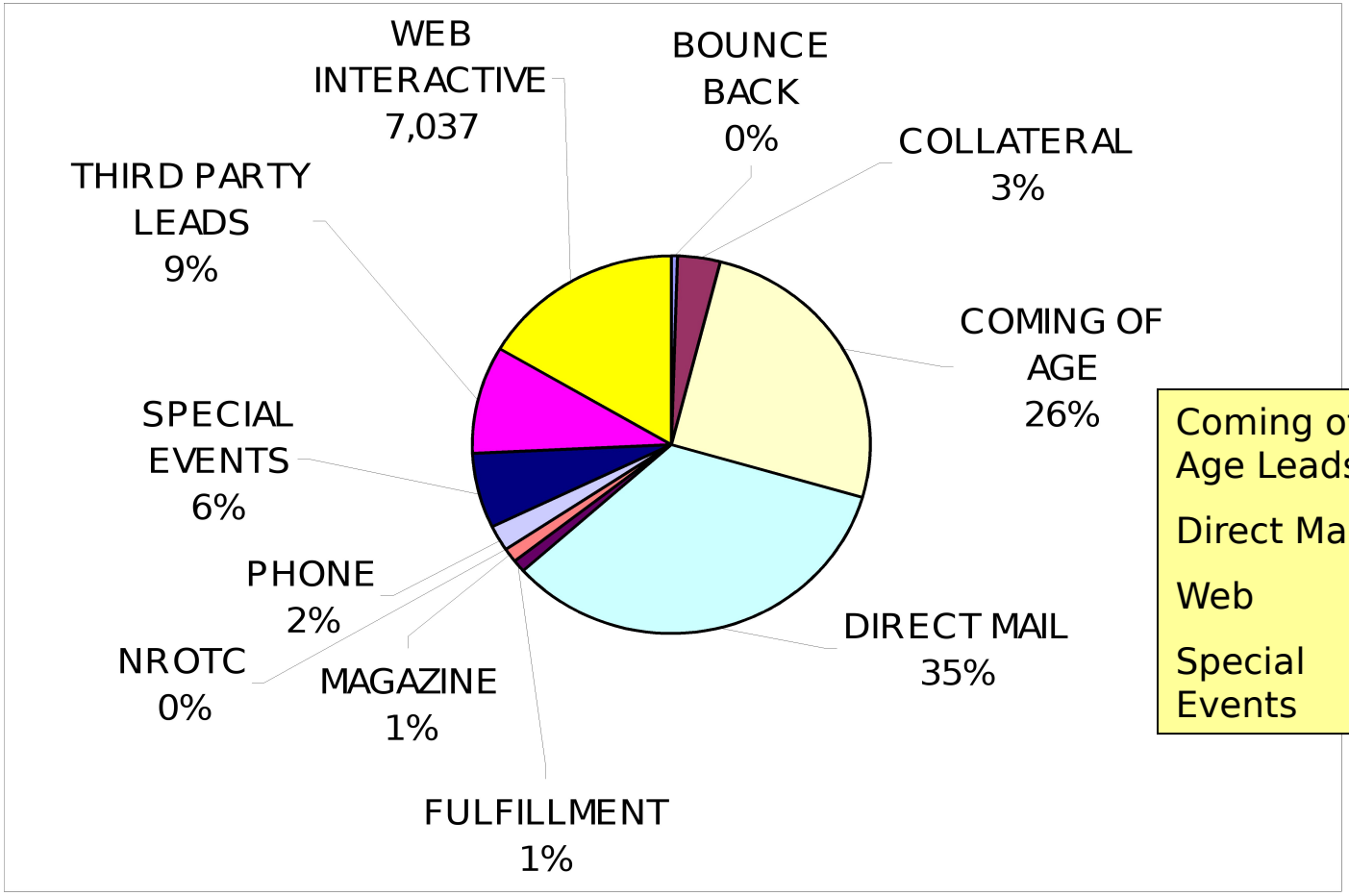
FY05 Qualified Leads by Media 6MCD



Source: Merkle/Cognos 20 Jun 2005

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Qualified Leads into Contracts

	ATL	COL	FTL	JAX	MONT	NASH	NEW ORL	ORL	TOTAL
ACQUISITION EMAIL	0	0	0	0	0	0	0	0	0
BOUNCE BACK	0	0	0	1	2	1	2	1	7
COLLATERAL	2	0	0	1	1	0	5	1	10
COMING OF AGE	2	8	3	2	4	4	9	10	42
DIRECT MAIL	13	9	12	8	16	14	17	15	104
FULFILLMENT	3	1	3	3	2	2	1	1	16
MAGAZINE	0	0	0	0	0	0	0	0	0
NEWSPAPER	0	0	0	0	0	0	0	0	0
NROTC	0	0	0	0	0	0	0	0	0
PHONE	4	1	2	1	1	2	2	2	15
PRIOR SERVICE	0	0	0	0	0	0	0	0	0
SPECIAL EVENTS	0	0	0	1	1	3	0	3	8
THIRD PARTY LEADS	15	14	10	14	18	11	12	12	106
WEB/INTERACTIVE	45	33	34	33	29	35	37	32	278
TOTAL	84	66	64	64	74	72	85	77	586

Source: Merkle/Cognos 21

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Conversion rates

- Coming from Lead Gen team

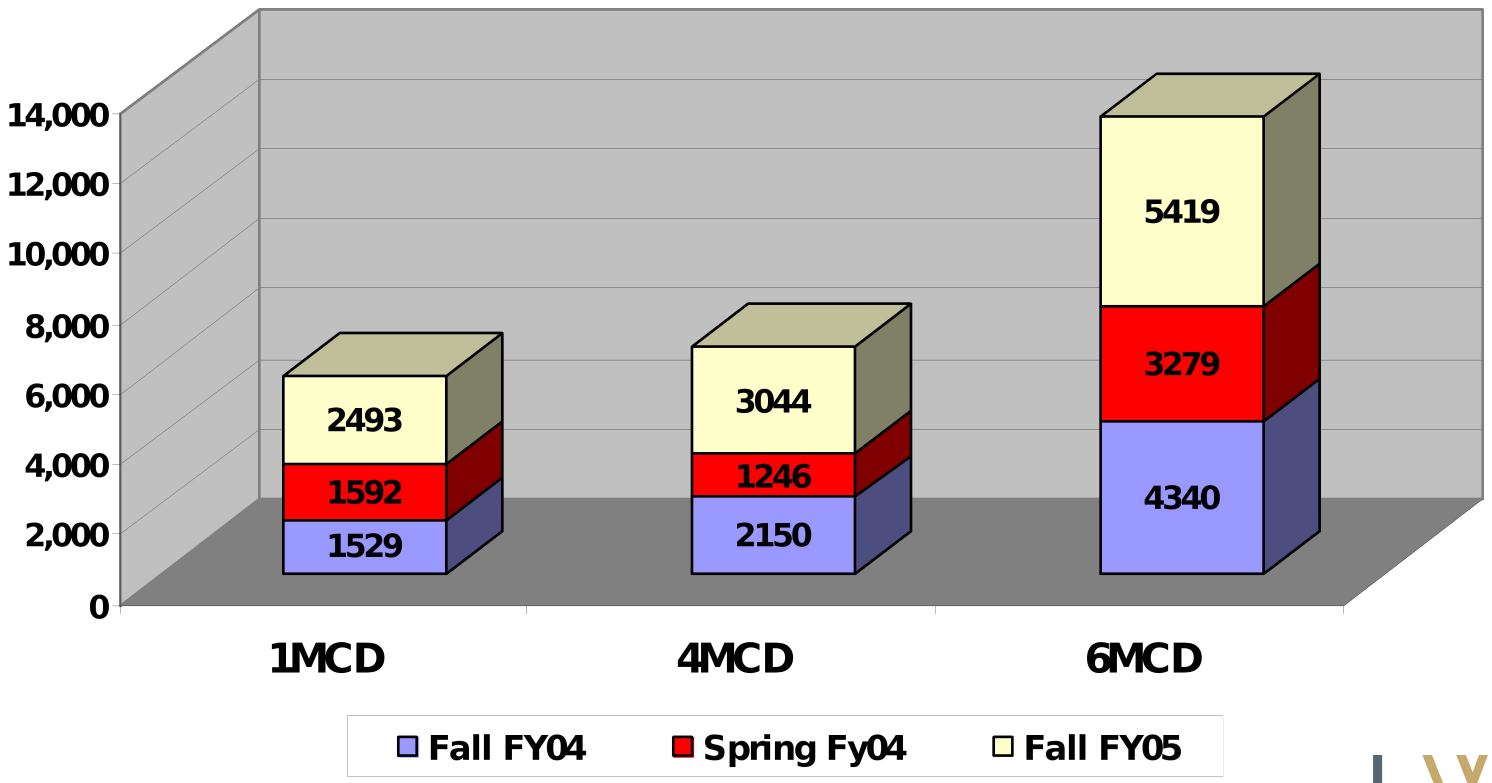
Miscellaneous

- PSA
- AATS
- FY06 National Schedule of Deliverables

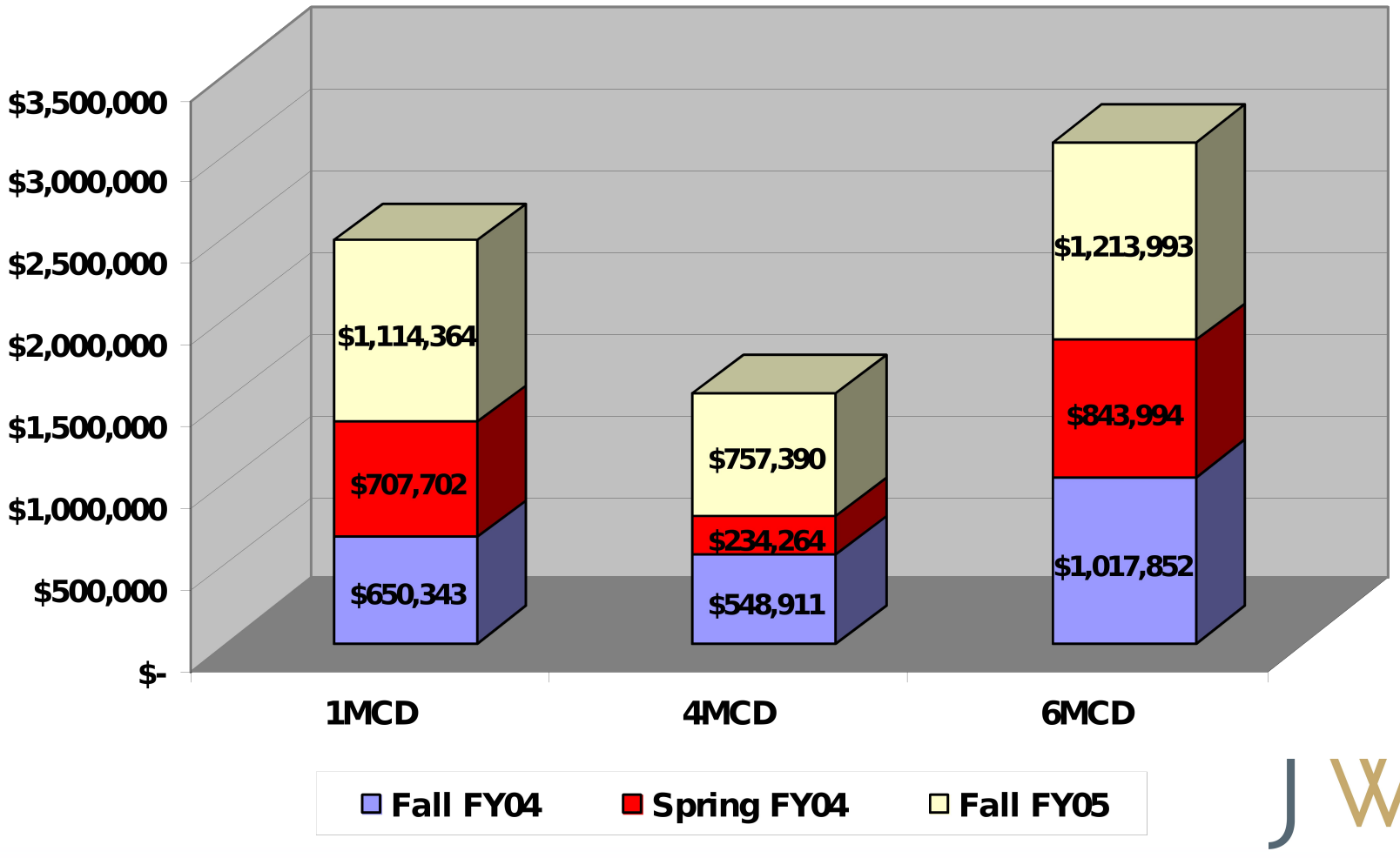
District PSA Program

- Maintained and enhanced both nationally and locally

Number of PSAs Played



Region PSA Value



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Current PSA Campaign

Spring 05

- $243,136 estimated value
- 877 plays
- 37 cities

“Pride of a Nation”

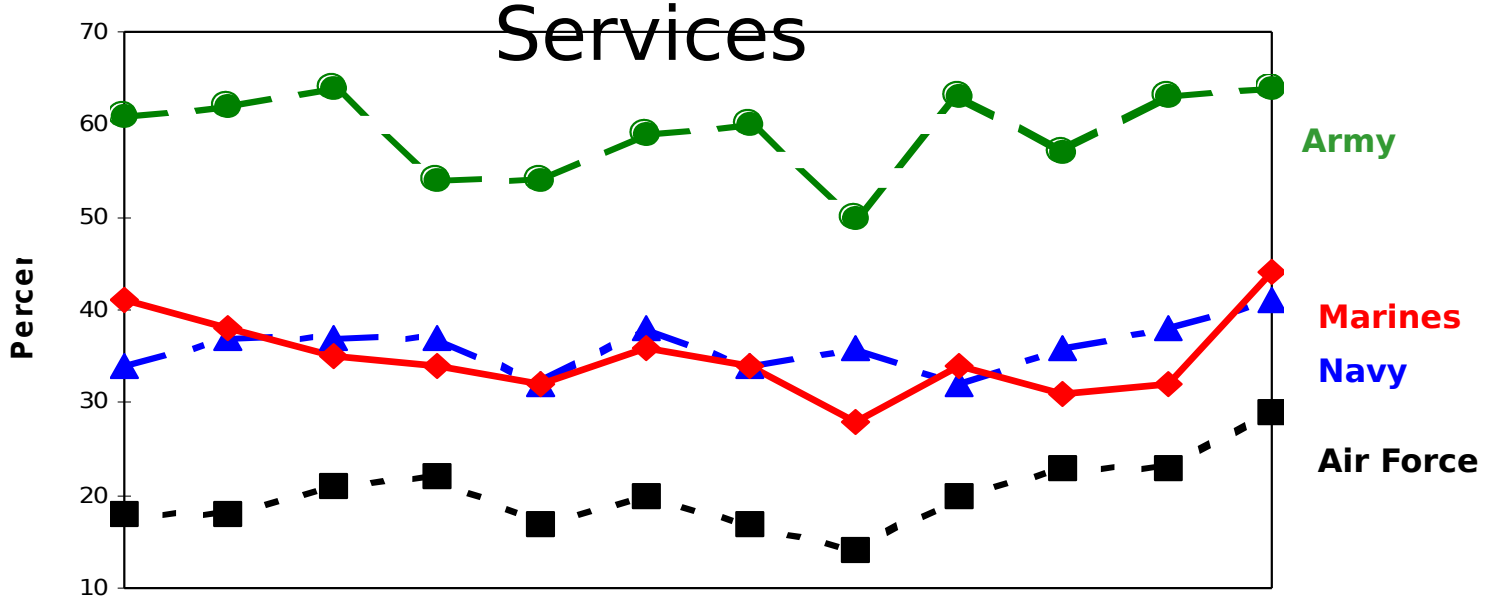
- Mailed 15 Jun

Attitude and Awareness Tracking Study (AATS) – Summer 2004

- Since 1974, the Marine Corps has monitored the changing attitudes of young men.

- This study is designed to track the following measures…
  - Awareness and attitudes towards the Marines and other major branches
  - Consideration to enlist in the Marine Corps and other service branches
  - Attitudes towards the military

Unaided Advertising Awareness – All Services



	10/96	4/97	10/97	4/98	10/98	4/99*	10/99	4/00	2/01	10/02	7/03	6/04
Army	61↓	62	64	54↓	54	59↑	60	50↓	63↑	57↓	63↑	64
Air Force	18	18	21	22	17↓	20	17	14	20↑	23	23	29↑
Navy	34	37	37	37	32↓	38↑	34	36	32	36	38	41
Marines	41	38	35	34	32	36	34	28↓	34↑	31	32	44↑

↑↓ Significant difference at the 95% confidence level from previous wave.

Q3. Do you recall seeing or hearing of any branch of the armed forces within the past month? Please remember, I'm talking about any form of advertising for any of the military services.

Q4. For which branch of the military was the advertising you recall?

6th District – 2nd Highest in Unaided Recall

Unaided Advertising Awareness – All Branches

Base	Total US Male		6th District Male	
	3-Jul	4-Jun	3-Jul	4-Jun
	-798	-816	-133	-134
	%	%	%	%
Air Force	23	29↑	20	21
Army	63↑	64	58	57
Navy	38	41	35	40
Marine Corps	32	44↑	29	47↑

2nd Highest

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6th District - Maintaining

ENLISTMENT CONSIDERATION BY BRANCH
-- 6th DISTRICT --
OCTOBER 2002 - JUNE 2004

Base: Total Sample	Total Male			6th District		
	10/02	7/03	6/04	10/02**	7/03	6/04
	(805)	(798)	(816)	(133)	(133)	(134)
	% a	% b	% c	% e	% f	% f
(g) Air Force	38 hijk	44 ↑ ahijkl	43 ahijkl	41 ik	42 k	47 hijkl
(h) Navy	30 k	31 k	33 k	31 k	31	32
(i) Army	27 k	32 ↑ ak	31 k	27	31	32
(j) Marine Corps	31 k	33 k	35 k	31 k	34	33
(k) Coast Guard	19 ↓	25 ↑ a	25 a	18 ↓	24	24
(l) None	38 ↑ chijk	34 k	33 k	30 k	33	33

↑↓ Significantly different at the 95% confidence level from previous wave.
a,b,c (etc.) Significantly greater than data in the denoted column at the 95% confidence level
g,h,i (etc.) Significantly different than data in the denoted row at the 95% confidence level

NOTE: ** Hispanic base sizes were below 100 prior to 4/99. Caution should be used when comparing data before and after this wave.*
*** Sample Divided By New District Designations in 10/99 and 10/02.*

Q13a. From what you understand and know, would you consider enlisting in the Marine Corps?
Q14c. From what you understand and know, would you consider enlisting in... [BRANCH]?

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Questions?